


Example UX Design Audit

Home Page

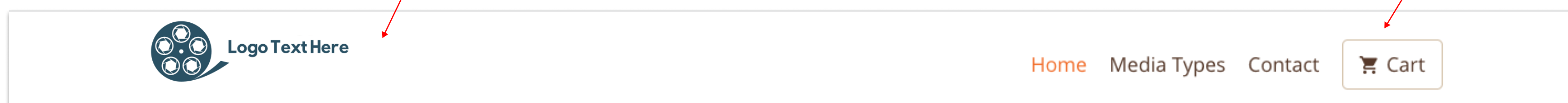
1. Restructure the menu to include more useful links, remove “home” from the links, and adjust logo spacing.

Suggested menu items: Media Types ▾ Our Process Contact **Get started** 

Film
Video Tapes
Audio
Photos

align logo a little better, enlarge slightly to reduce whitespace in header

update menu items



2. We highly recommend adding a descriptive welcome section above the online quote/checkout tool, just to give users a clear idea of what services you offer. Without this, many users may be confused as to what the tool is prompting them to do etc. Here's a competitor for reference: <https://www.forever.com/>

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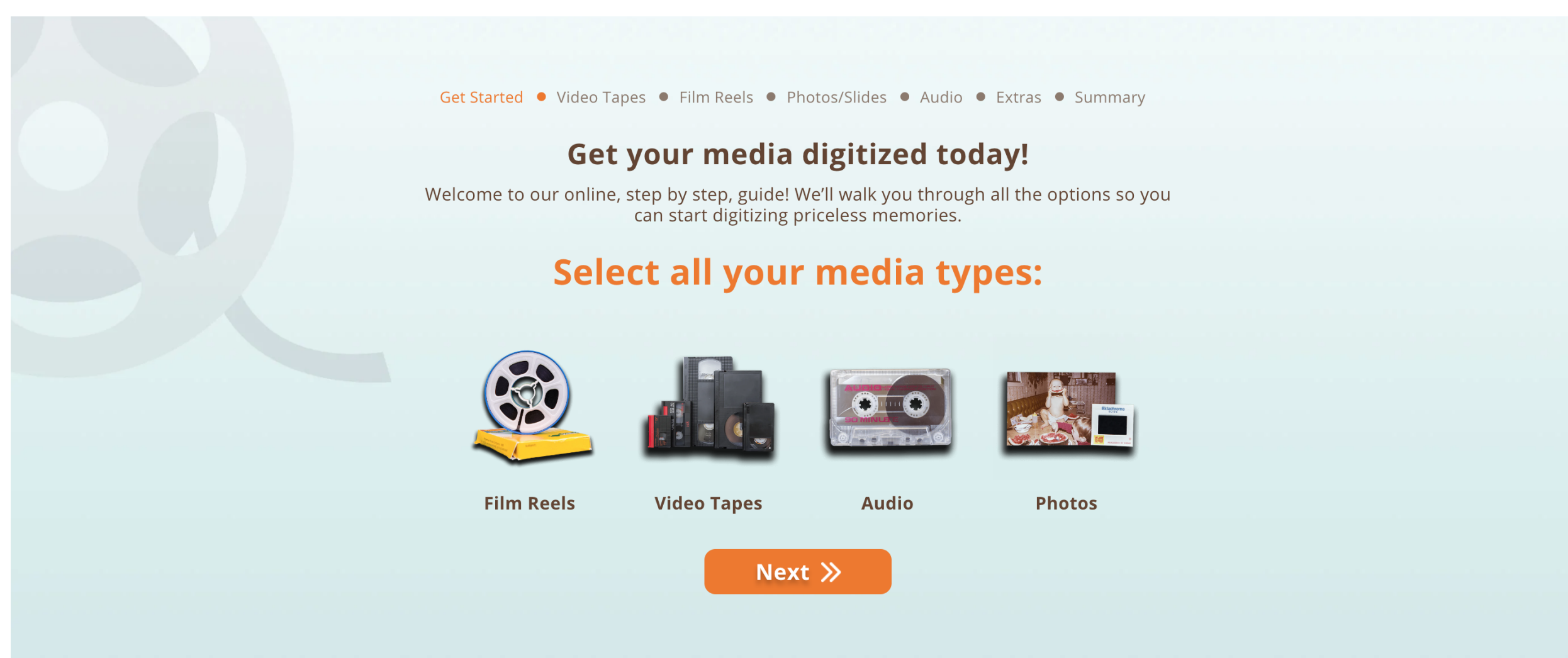
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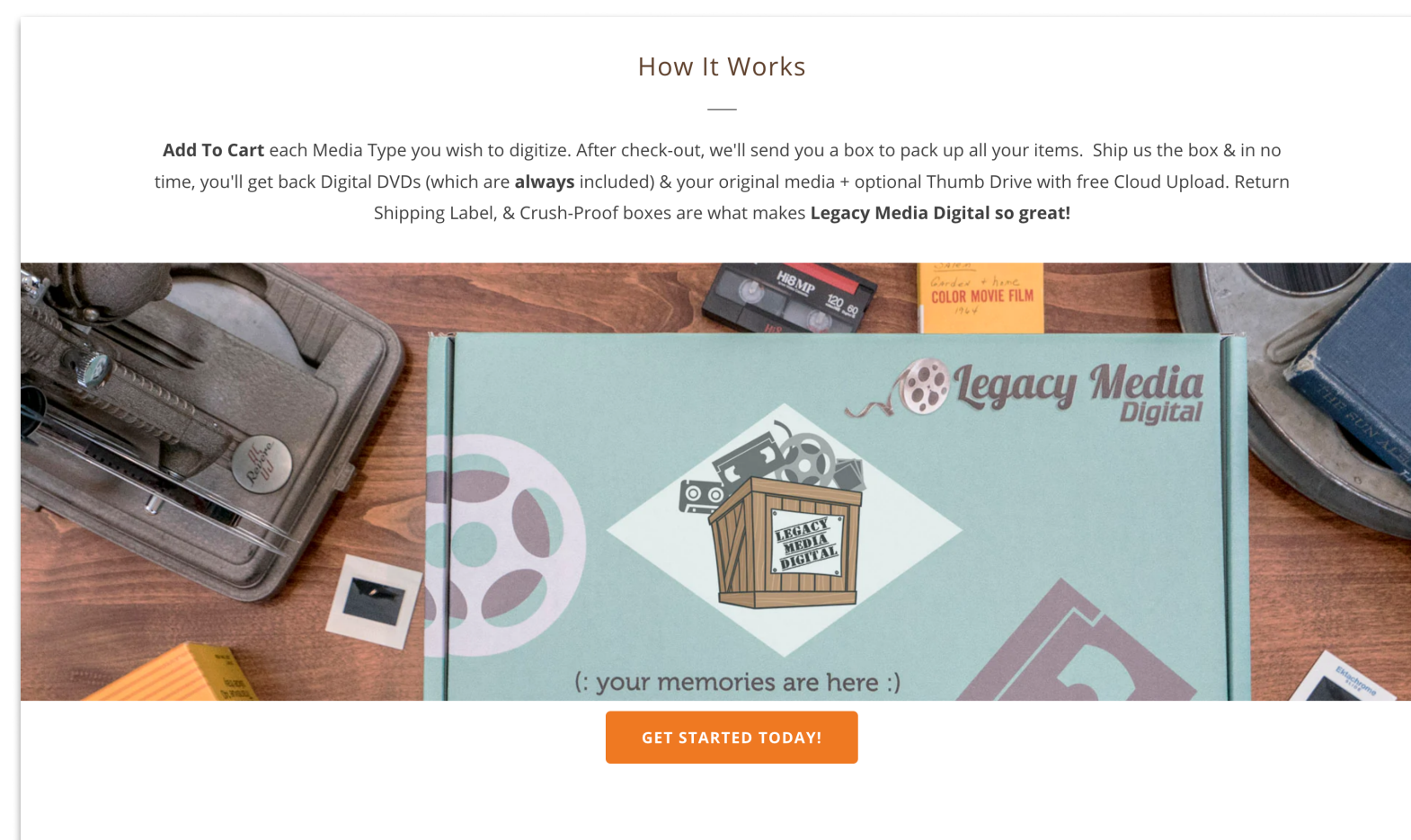
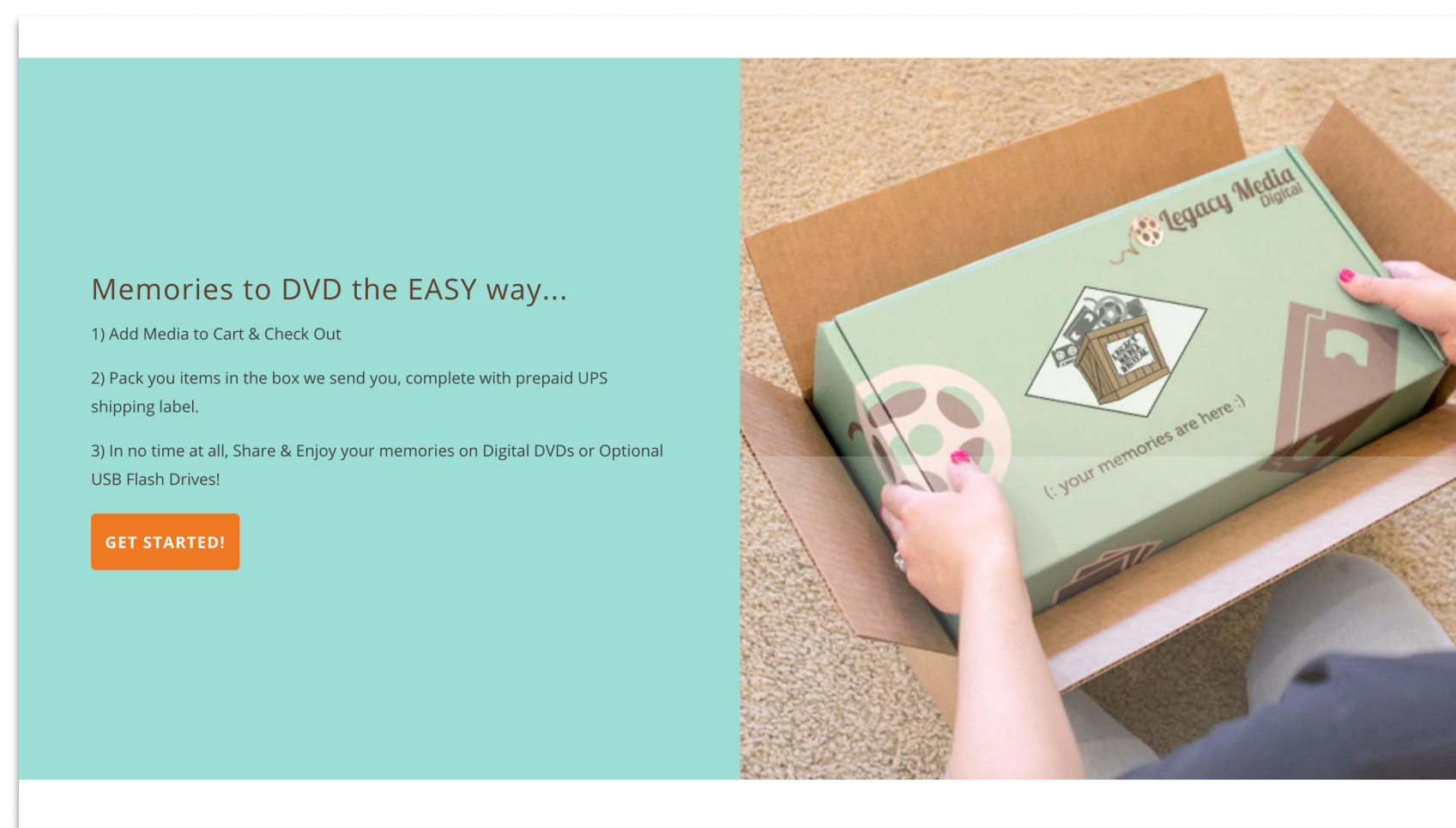
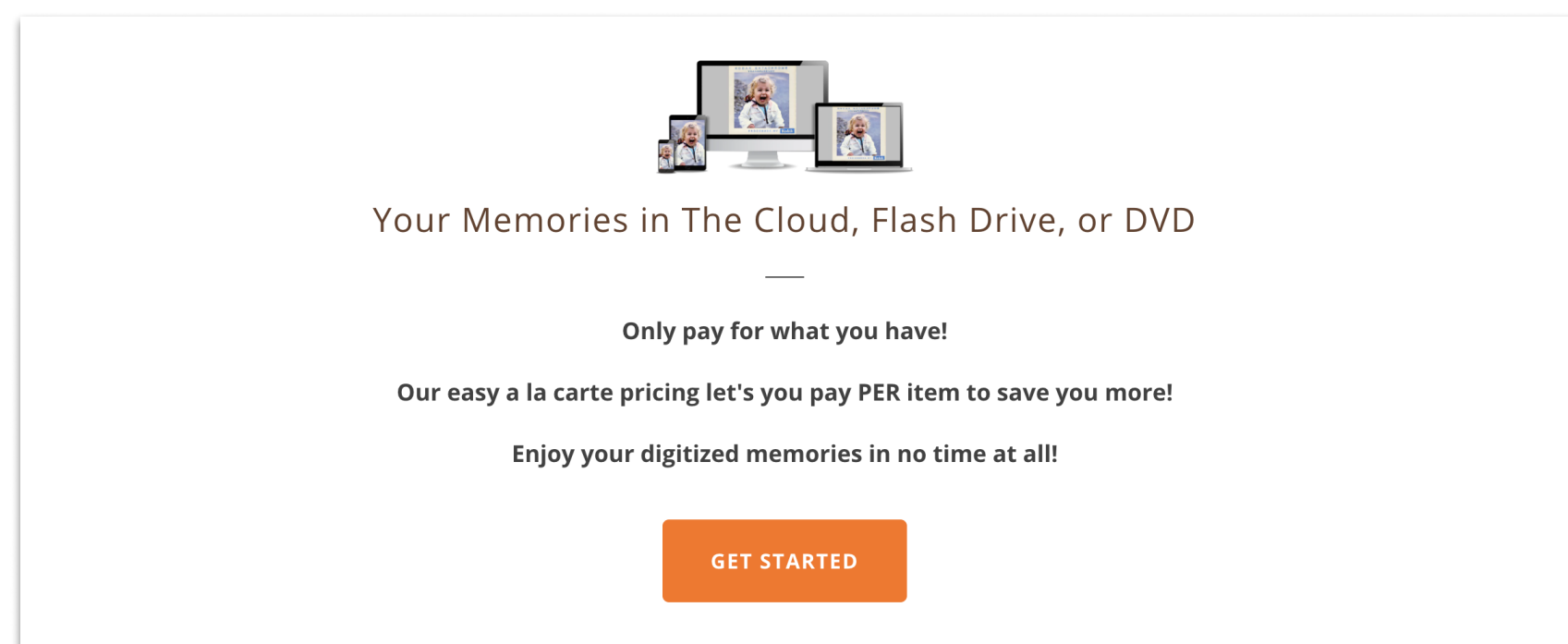


move this section above the online tool

update this copy, and add a button that says “get started” which would just scroll the page down to the online tool



3. Cut down on the number of sections on the home page - currently it is a very long page with a lot of redundant copy. Remove or combine unnecessary sections to simplify this page and help the user navigate the site. Remove much of the text at the bottom of the home page, or else move to other pages.



Most of the above could be condensed to just one section (ex. “The process”), and one “get started” button, which again should take users to the newly built online tool.

This home page should really have a layout that looks like the following:

Header/menu
Site welcome/description/Call to Action
Online Estimator/Checkout Tool
The Process/How it works
Testimonials
About Us
Footer

4. Even out all spacing between sections and buttons - right now the spacing is all over the place. Having it be neat and uniform will help users find and read content easier, as well as make the site feel much more cohesive.

5. Vary the call to actions across the page - right now the only button on the page is “get started” which appears 5-8 times per page currently. These buttons should also be linking to the newly built tool. Additionally, some of these CTA's can be varied, as it is currently very repetitive. For example, maybe a “why us?” or “learn about our process” or “how it works” etc.

6. Create an actual “services” landing page - this can give you more space to really describe what you do in detail, and explain the process etc. Right now that is sprinkled in on the home page, but it is not very cohesive or clear. The current “media types” page is almost a services page of sorts, so perhaps that page could be tweaked/modified to have a little more information specifically explaining the process etc. and re-name it “services”. Otherwise, a new page could be created.

7. Create an actual “our process” or “how it works” page. Much of the content currently living on other pages could be moved here and organized to better explain to the user how your company works and what they'll be mailing and receiving.

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Internal Pages

1. Clean up spacing between sections and buttons etc.
2. Add more verbiage at the top of the page to explain these different services - maybe even consider renaming the page “services”?
3. Vary the CTA’s on this page as well - lots of redundancy currently. Also, make sure the “get started” buttons take the user to the new tool.
4. Include a section/link to “our process/how it works”

Individual media types

1. Clean up spacing between sections and buttons etc.
2. Create a uniform section order and layout for all of these media types that more clearly explains the product/service involved. Combine and remove redundant copy/sections.



decrease the height of this top section, include more explanation of the product/service

in general, also decrease the number of sections on the page, combining and condensing copy.

These pages might have a layout that looks like the following:

Header/menu

Service/product description with CTA to purchase

Service Options

The Process/How it works

CTA to use the online tool/estimator

Footer

Collections/all Page

1. This page needs some major spacing cleanup and re-formatting - it isn’t directly linked in the menu, but it is accessible when you click on the Cart > Continue Shopping. This page should look decent.

<https://examplesite.com/collections/all>